



The athletes' challenges included picking up as many tennis balls as possible in 30 seconds, seeing how far you can walk on your hands and how long you can balance a four-foot stick on your foot.

As a reward, unique prizes were on offer to those taking part. These prizes included a trip to the Vancouver 2010 Olympic Winter Games, a trip to the inaugural Youth Olympic Games in Singapore, and signed Olympic memorabilia.

By the end of Vancouver 2010, The Best of Us Challenge had been visited by nearly half a million people – from almost 200 countries around the world – with over four million video views.

While the average YouTube video receives just 500 views, half of the athlete videos in The Best of Us Challenge attracted in excess of 100,000 views, placing them in the top 2% of the most watched YouTube videos of all time.

The challenge also received worldwide PR coverage, placing three times on Advertising Age magazine's weekly chart of the most popular viral videos. In October 2009, the challenge was also listed as one of YouTube's ten most-viewed channels and as one of its ten most-viewed videos.



Acknowledgements



“The Vancouver Olympic Winter Games would not have been possible without the hard work and dedication that was shown by our broadcast partners, the Worldwide Olympic Partners and the domestic sponsors, not to mention the incredible efforts of the Organising Committee.”

Jacques Rogge, IOC President

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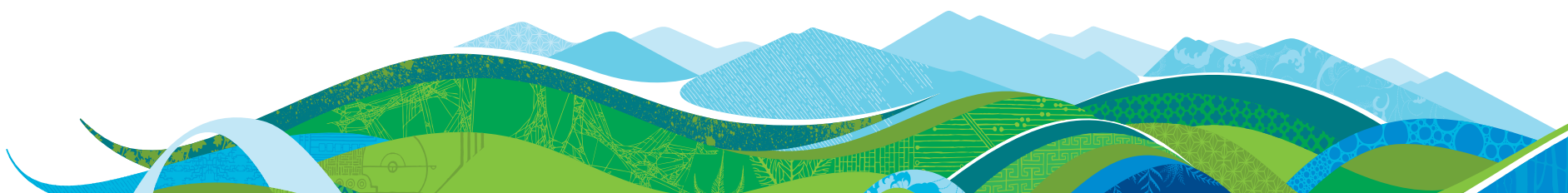
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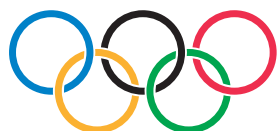
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